

## ORDER



**Orders**  
**Order / Rev:** 170925  
**Alt Order #:** 08424167  
**Product Desc:** ALLI 4 GUN RSPNSBLTY  
**Estimate:** 303  
**Flight Dates:** 10/25/16 - 10/31/16  
**Original Date / Rev:** 10/21/16 / 10/21/16  
**Order Type:** GENERAL

KXLY

**Primary AE:** MATT WURM  
**Sales Office:** H-DC  
**Sales Region:** NATL

**Agency**  
**Name:** Old Towne Media  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 31150  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Alliance for Gun Responsibility  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	23	\$5,470.00	\$4,649.50
10/31/16	10/31/16	7	\$1,600.00	\$1,360.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	23	\$5,470.00	\$4,649.50	0.00
November 2016	7	\$1,600.00	\$1,360.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$7,070.00</b>	<b>\$6,009.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KXLY	19%	\$7,070.00
Market	100%	\$37,210.53

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	0%	\$0.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	57%	\$21,210.00
KREM	24%	\$8,930.53
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/28/16	10/28/16	10-11a M-F	CM	10-11a	----1--	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--			1			\$160.00		0.00			

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**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/28/16	10/28/16	10-11a M-F The View	CM	10-11a	----1--	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--		1				\$160.00		0.00			
E 2	KXLY	10/28/16	10/28/16	630-7a GMNW	CM	630-7a	----1--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--		1				\$300.00		0.00			
E 3	KXLY	10/28/16	10/28/16	630-7p M-F M-F News @630p	CM	630-7p	----1--	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--		1				\$310.00		0.00			
E 4	KXLY	10/28/16	10/28/16	7-730p M-F ET Tonight	CM	7-730p	----1--	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--		1				\$140.00		0.00			
E 5	KXLY	10/28/16	10/28/16	7-9a GMA GMA	CM	7-9a	----1--	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--		1				\$320.00		0.00			
E 6	KXLY	10/31/16	10/31/16	10-11a M-F The View	CM	10-11a	1-----	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----		1				\$160.00		0.00			
E 7	KXLY	10/31/16	10/31/16	5-530p M-F M-F News @5p	CM	5-530p	1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----		1				\$350.00		0.00			
E 8	KXLY	10/31/16	10/31/16	630-7p M-F M-F News @630p	CM	630-7p	1-----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----		1				\$310.00		0.00			
E 9	KXLY	10/31/16	10/31/16	7-730p M-F ET Tonight	CM	7-730p	1-----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----		1				\$140.00		0.00			
E 10	KXLY	10/31/16	10/31/16	7-9a GMA GMA	CM	7-9a	1-----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----		1				\$320.00		0.00			
E 11	KXLY	10/31/16	10/31/16	730-8p M-F Insider	CM	730-8p	1-----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----		1				\$140.00		0.00			
E 12	KXLY	10/31/16	10/31/16	9-10a M-F Live With Kelly	CM	9-10a	1-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----		1				\$180.00		0.00			
E 13	KXLY	10/29/16	10/29/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1-		1				\$140.00		0.00			
E 14	KXLY	10/30/16	10/30/16	Su GMA Su GMA	CM	7-8a	-----1	:30	1	\$130.00	P-1	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1		1				\$130.00		0.00			
E 15	KXLY	10/30/16	10/30/16	This Week This Week	CM	758-9a (8:00 AM-9:00 AM)	-----1	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KXLY	10/30/16	10/30/16	This Week This Week	CM	758-9a (8:00 AM-9:00 AM)	-----1	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1				\$150.00		0.00			
E 16	KXLY	10/27/16	10/27/16	5-530p M-F M-F News @5p	CM	5-530p	---1---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---		1				\$350.00		0.00			
E 17	KXLY	10/27/16	10/27/16	630-7p M-F M-F News @630p	CM	630-7p	---1---	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---		1				\$310.00		0.00			
E 18	KXLY	10/27/16	10/27/16	7-9a GMA GMA	CM	7-9a	---1---	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---		1				\$320.00		0.00			
E 19	KXLY	10/27/16	10/27/16	730-8p M-F Insider	CM	730-8p	---1---	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---		1				\$140.00		0.00			
E 20	KXLY	10/27/16	10/27/16	9-10a M-F Live With Kelly	CM	9-10a	---1---	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---		1				\$180.00		0.00			
E 21	KXLY	10/25/16	10/25/16	5-530p M-F M-F News @5p	CM	5-530p	-1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----		1				\$350.00		0.00			
E 22	KXLY	10/25/16	10/25/16	630-7a GMNW	CM	630-7a	-1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----		1				\$300.00		0.00			
E 23	KXLY	10/25/16	10/25/16	7-730p M-F ET Tonight	CM	7-730p	-1-----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----		1				\$140.00		0.00			
E 24	KXLY	10/25/16	10/25/16	7-9a GMA GMA	CM	7-9a	-1-----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----		1				\$320.00		0.00			
E 25	KXLY	10/25/16	10/25/16	9-10a M-F Live With Kelly	CM	9-10a	-1-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----		1				\$180.00		0.00			
E 26	KXLY	10/26/16	10/26/16	10-11a M-F The View	CM	10-11a	--1----	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--1----		1				\$160.00		0.00			
E 27	KXLY	10/26/16	10/26/16	630-7a GMNW	CM	630-7a	--1----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--1----		1				\$300.00		0.00			
E 28	KXLY	10/26/16	10/26/16	630-7p M-F M-F News @630p	CM	630-7p	--1----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--1----		1				\$310.00		0.00			
E 29	KXLY	10/26/16	10/26/16	7-9a GMA GMA	CM	7-9a	--1----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 29	KXLY	10/26/16	10/26/16	7-9a GMA GMA	CM	7-9a	--1----	:30	1	\$320.00	P-1	0.00 NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	--1----	1			\$320.00		0.00				
E 30	KXLY	10/26/16	10/26/16	730-8p M-F Insider	CM	730-8p	--1----	:30	1	\$140.00	P-1	0.00 NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	--1----	1			\$140.00		0.00				
Totals													30	\$7,070.00